

Amendments to the Claims:

This listing of claims will replace all prior versions and listings of claims in the application:

1. (currently amended) A computer-implemented product design method comprising
 retaining a plurality of layouts having ~~one or more image containers having an associated size and position in the layout~~ at least one image container of one of a plurality of container sizes,
 retaining a plurality of ~~images~~ image groups having one or more associated selection criteria, each image group containing at least a plurality of images that are cropped versions of a base image, each cropped version being sized to correspond to one of the plurality of container sizes, and
 in response to the receipt of at least one selection criterion, ~~providing one or more product designs the one or more product designs having been generated from one or more retained images associated with at least one received selection criteria and one or more retained layouts~~ identifying an image group associated with the received selection criterion, selecting an image from the identified image group having a size corresponding to the size of an image container in a selected layout, and placing the selected image in the image container of the layout.
- 2 - 6 (cancelled).
7. (currently amended) The method of claim 6 20 wherein the retained instructions ~~for generating a version of a retained image~~ include the height and width of the version of the selected image and the location of a point in the ~~retained version~~ selected image from which the height and width are measured.

8. (currently amended) The method of claim 6 20 wherein the retained instructions for generating a version of a retained selected image include the location of at least two points in the ~~retained-version~~ selected image from which the height, width and position of the version can be determined.

9. (cancelled)

10. (currently amended) The method of claim 9 1 wherein each retained image group is associated with ~~one of the~~ a retained color ~~schemes~~ scheme, wherein one image container in each layout is the dominant image container, and wherein the color scheme associated with the image in the dominant image container of a layout is ~~used to generate a product design~~ controls the color scheme used in the product design.

11. (currently amended) The method of claim 1 wherein ~~the one or more retained layouts are selected~~ the selected layout was selected based on the type of product being designed by the user.

12. (currently amended) The method of claim 1 wherein at least one received selection criterion ~~entered by the user~~ is the desired number of images in the layout and wherein ~~the one or more~~ at least some of the plurality of retained layouts have a number of image containers corresponding to the desired number of images.

13. (currently amended) The method of claim 1 wherein at least one selection criterion associated with each image group is a keyword and wherein at least one received selection criterion ~~entered by the user~~ is a keyword.

14. (original) The method of claim 1 further comprising

incorporating user-supplied content into the product design, and
producing a quantity of a product in physical form from the product design.

15. (currently amended) A product design system comprising
a server system having data storage means,
a plurality of layouts stored on the server system, each layout having one or more
image containers having an associated size and position in the layout of one of a
plurality of container sizes,

a plurality of ~~images~~ image groups stored on the server system and being
associated with one or more selection criteria, each image group containing at least a
plurality of images that are cropped versions of a base image, each cropped version
being sized to correspond to one of the plurality of container sizes, and

means responsive to at least one selection criteria for generating one or more
product designs by ~~combining at least a portion of one or more retained images
associated with at least one of the selection criteria and one or more retained layouts~~
identifying an image group associated with a received selection criterion, selecting an
image from the identified image group having a size corresponding to the size of an
image container in a selected template, and placing the selected image in the image
container of the selected layout .

16. (cancelled)

17. (currently amended) A computer program stored on a server system
operatively connected to at least one client system, the server system having a
plurality of stored layouts, each layout including one or more image containers, each
image container ~~having an associated size and position in the layout being one of a
plurality of container sizes,~~ and a plurality of stored ~~images~~ image groups, each stored
image group being associated with one or more selection criteria and containing at

least a plurality of images that are cropped versions of a base image, each cropped version being sized to correspond to one of the plurality of container sizes, the
program comprising

computer code adapted to download to and execute in a client system and to display one or more selection criteria tools to a user of the client system, and

computer code adapted to execute on the server system, including computer code adapted to receive one or more selection criteria from the client system, and computer code adapted to send to the client system one or more product designs, the one or more product designs being generated from ~~one or more stored images associated with the received selection criteria and one or more stored layouts~~ by selecting a layout, identifying an image group associated with at a received selection criteria, selecting an image from the identified image group having a size corresponding to the size of an image container in the selected layout, and placing the selected image in the image container of the layout.

18 -19. (cancelled)

20. (currently amended) An automated design method comprising:

selecting at least one a layout from one or more retained layouts having one or more image containers, the selected layout having at least one image container,

selecting at least one an image from a plurality of retained images, the selected image having associated therewith a plurality of cropping instructions, each of the plurality of instructions containing the information to create a cropped version of the selected image corresponding to the size of an image container,

determining at least the size of at least one image container in at least one selected layout, and

creating at least one ~~cropped an image version for at least one image container of at least one selected layout by performing at least a cropping operation on at least~~

one selected image using the cropping instructions to create a cropped version of the selected image corresponding to the size of an image container in the selected layout.

21. (currently amended) The method of claim 20 further comprising preparing ~~one or more product designs~~ a product design by combining the ~~at least one selected layout with the at least one cropped image version to create at least one product design~~ created according to the cropping instructions.

22. (currently amended) The method of claim 21 further comprising providing ~~at least one~~ the created product design for displaying to a user of the product design system.

23. (currently amended) The method of claim 20 wherein the step of selecting ~~at least one~~ an image is performed in response to one or more user inputs received from a user of the product design system.

24. (previously presented) The method of claim 23 wherein at least some of the retained images have one or more image selection criteria associated therewith and wherein the one or more user inputs comprise one or more image selection criteria.

25. (previously presented) The method of claim 24 wherein one or more image selection criteria are one or more keywords.

26. (currently amended) The method of claim 20 wherein the step of selecting ~~at least one~~ a layout is performed in response to one or more inputs received from a user of the product design system.

27. (previously presented) The method of claim 26 wherein the one or more user inputs comprise information identifying the type of product being designed.

28. (currently amended) The method of claim 20 wherein the ~~step of creating~~
~~includes resizing image~~ retained instructions include instructions to resize the selected
image ~~prior to performing a cropping operation.~~

29. (previously presented) A computer-readable medium having computer-
executable instructions for performing the steps recited in claim 20.

30. (new) The method of claim 20 wherein each retained image is associated
with a retained color scheme, wherein one image container in each layout is the
dominant image container, and wherein the color scheme associated with the image in
the dominant image container of a layout controls the color scheme used in the
product design.

31. (new) The method of claim 22 further comprising incorporating user-
supplied content into the product design, and producing a quantity of a product in
physical form from the product design.

32. (new) A computer-readable medium having computer executable instructions
for performing the steps recited in claim 1.

33. (new) A product design system comprising
a server system having data storage means,
a plurality of layouts stored on the server system, each layout having one or more
image containers of one of a plurality of container sizes,
a plurality of images stored on the server system and being associated with one or
more selection criteria, each image having associated therewith a plurality of
cropping instructions, each of the plurality of instructions containing the information
to create a cropped version of the associated stored image, each cropped version
being sized to correspond to one of the plurality of container sizes, and

means responsive to at least one selection criteria for generating one or more product designs by identifying a stored image associated with a received selection criterion, using cropping instructions associated with the identified image to create a cropped version of the identified image corresponding to the size of an image container in a selected template, and placing the cropped version of the identified image in the image container of the selected layout.

34. (new) A computer program stored on a server system operatively connected to at least one client system, the server system having a plurality of stored layouts, each layout including one or more image containers, each image container being one of a plurality of container sizes, and a plurality of stored images, each stored image being associated with one or more selection criteria and having associated therewith a plurality of cropping instructions, each of the plurality of cropping instructions containing the information to create a cropped version of the associated stored image, each cropped version being sized to correspond to one of the plurality of container sizes, the program comprising

computer code adapted to download to and execute in a client system and to display one or more selection criteria tools to a user of the client system, and

computer code adapted to execute on the server system, including computer code adapted to receive one or more selection criteria from the client system, and computer code adapted to send to the client system one or more product designs, the one or more product designs being generated by selecting a layout, identifying an image associated with a received selection criteria, using cropping instructions associated with the identified image to create a cropped version of the identified image having a size corresponding to the size of an image container in the selected layout, and placing the selected image in the image container of the layout.